MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMK 3084 – MARKETING RESEARCH

(All sections / Groups)

22nd October 2018
2.30pm-4.30pm
(2 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of two (2) pages, (excluding this cover page) with **FOUR** (4) questions.

2. Answer **ALL FOUR** (4) questions. The distribution of the marks for each question is given.

3. Please print all your answers in the **Answer Booklet** provided.

There are FOUR (4) questions in this section. Answer ALL the questions.

Question 1

List and explain the **EIGHT** (8) potential sources of errors that can possibly occur in measurement.

(25 marks)

Question 2

Develop a series of constant sum scaling technique, comparing the quality of service provided by any **THREE** (3) automobile service providers in Malaysia.

(25 marks)

Question 3

Construct **FIVE (5)** statements for measuring, *usage of mobile-banking* among college students, via a five (5) point Likert scale.

(25 marks)

continued...

Question 4

a. Describe how the data collection situation can be controlled when the interviewer has an excessive rate of refusals during the survey.

(15 marks)

b. Explain briefly how the respondent selection problems can be controlled.

(10 marks)

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